

**To:** McLerran, Dennis[mclerran.dennis@epa.gov]; Harrison, Melissa[Harrison.Melissa@epa.gov]  
**Cc:** Holsman, Marianne[Holsman.Marianne@epa.gov]; Fritz, Matthew[Fritz.Matthew@epa.gov]; Distefano, Nichole[DiStefano.Nichole@epa.gov]; Dunbar, Bill[dunbar.bill@epa.gov]; Opalski, Dan[Opalski.Dan@epa.gov]; Pirzadeh, Michelle[Pirzadeh.Michelle@epa.gov]; Murchie, Peter[Murchie.Peter@epa.gov]  
**From:** Purchia, Liz  
**Sent:** Tue 4/5/2016 5:06:13 PM  
**Subject:** Re: DRAFT statement re Sen. Roberts statement

Adding Melissa. She will connect with Marianne.

Let's get it out.

Liz Purchia  
U.S. EPA  
202-564-6691  
202-841-2230

On Apr 5, 2016, at 1:04 PM, McLerran, Dennis <mclerran.dennis@epa.gov> wrote:

Let's add the word "outside" before "campaign" and get this out.

Dennis

Sent from my EPA iPhone

On Apr 5, 2016, at 10:00 AM, Purchia, Liz <Purchia.Liz@epa.gov> wrote:

I still think that upfront we should acknowledge this is an outside effort, we are not part of the campaign and we are not associated with it.

Any time EPA and "campaign" is used together it is not helpful.

**From:** Holsman, Marianne  
**Sent:** Tuesday, April 05, 2016 12:57 PM  
**To:** Purchia, Liz <Purchia.Liz@epa.gov>; McLerran, Dennis <mclerran.dennis@epa.gov>  
**Cc:** Fritz, Matthew <Fritz.Matthew@epa.gov>; Distefano, Nichole <DiStefano.Nichole@epa.gov>; Dunbar, Bill <dunbar.bill@epa.gov>; Opalski, Dan <Opalski.Dan@epa.gov>; Pirzadeh, Michelle <Pirzadeh.Michelle@epa.gov>; Murchie, Peter <Murchie.Peter@epa.gov>  
**Subject:** RE: DRAFT statement re Sen. Roberts statement

Here's our statement:

"The tone and content of this campaign does not represent the views of EPA. EPA spends an enormous amount of time and resources on efforts to work with farmers, tribes and other stakeholders on collaborative efforts to improve water quality. The grant being used to fund the billboard was awarded to a consortium to be directed at endangered salmon recovery efforts. The grant also authorized a public education element. The consortium made a sub-award for a campaign which should not be using EPA funds. We are in the process of correcting that."

Marianne

Follow us!

[<image001.png>](#) [<image002.png>](#) [<image003.png>](#) [<image004.png>](#) [<image005.png>](#) [<image006.png>](#)

**From:** Purchia, Liz

**Sent:** Tuesday, April 05, 2016 8:45 AM

**To:** McLerran, Dennis <[mclerran.dennis@epa.gov](mailto:mclerran.dennis@epa.gov)>

**Cc:** Fritz, Matthew <[Fritz.Matthew@epa.gov](mailto:Fritz.Matthew@epa.gov)>; Distefano, Nichole <[DiStefano.Nichole@epa.gov](mailto:DiStefano.Nichole@epa.gov)>; Holsman, Marianne <[Holsman.Marianne@epa.gov](mailto:Holsman.Marianne@epa.gov)>; Dunbar, Bill <[dunbar.bill@epa.gov](mailto:dunbar.bill@epa.gov)>; Opalski, Dan <[Opalski.Dan@epa.gov](mailto:Opalski.Dan@epa.gov)>; Pirzadeh, Michelle <[Pirzadeh.Michelle@epa.gov](mailto:Pirzadeh.Michelle@epa.gov)>

**Subject:** RE: DRAFT statement re Sen. Roberts statement

Where are we on this? We need to be out there.

# Ex. 4 - copyright

**From:** Purchia, Liz  
**Sent:** Monday, April 04, 2016 9:44 PM  
**To:** McLerran, Dennis <[mclerran.dennis@epa.gov](mailto:mclerran.dennis@epa.gov)>  
**Cc:** Fritz, Matthew <[Fritz.Matthew@epa.gov](mailto:Fritz.Matthew@epa.gov)>; Distefano, Nichole <[DiStefano.Nichole@epa.gov](mailto:DiStefano.Nichole@epa.gov)>; Holsman, Marianne <[Holsman.Marianne@epa.gov](mailto:Holsman.Marianne@epa.gov)>; Dunbar, Bill <[dunbar.bill@epa.gov](mailto:dunbar.bill@epa.gov)>; Opalski, Dan <[Opalski.Dan@epa.gov](mailto:Opalski.Dan@epa.gov)>; Pirzadeh, Michelle <[Pirzadeh.Michelle@epa.gov](mailto:Pirzadeh.Michelle@epa.gov)>  
**Subject:** Re: DRAFT statement re Sen. Roberts statement

Suggested edits

"The tone and content of this outside effort does not represent the views of EPA and was not approved by the agency. EPA spends an enormous amount of time and resources on efforts to work with farmers, tribes and other stakeholders on collaborative efforts to improve water quality.

EPA provided a grant to be directed at endangered salmon recovery efforts, which authorized a public education element. The consortium who received the grant inappropriately made a sub-award for an ad campaign which should not be using EPA funds. We are in the process of correcting that."

Liz Purchia

U.S. EPA

202-564-6691

202-841-2230

On Apr 4, 2016, at 9:28 PM, McLerran, Dennis <[mcclerran.dennis@epa.gov](mailto:mcclerran.dennis@epa.gov)> wrote:

"The tone and content of this campaign does not represent the views of EPA. EPA spends an enormous amount of time and resources on efforts to work with farmers, tribes and other stakeholders on collaborative efforts to improve water quality. The grant being used to fund the billboard was awarded to a consortium to be directed at endangered salmon recovery efforts. The grant also authorized a public education element. The consortium made a sub-award for a campaign which should not be using EPA funds. We are in the process of correcting that."